

# REGISTRATION FORM

## Expanding Our Vision: CDC and Partners' National Conference on Appropriate Antibiotic Use in the Community

June 5-6, 2003

Westin Peachtree Plaza, Atlanta, Georgia

-Sponsored by-

Centers for Disease Control and Prevention  
National Campaign for Appropriate Antibiotic Use in the Community

*Please complete one registration form per participant and return by May 16, 2003*

First Name	Last Name	Degrees
Title		Organization / Group / Company
Address		
City	State	Zip
Daytime Phone	Fax	e-mail

I plan to:

☐ Attend

☐ Attend and Exhibit

☐ Exhibit Only

(Please complete the exhibitor registration form)

- There is no registration fee for this conference •

### ***Breakout Sessions***

Rank your top three choices in order of preference (1-3). You will be assigned to attend two of your choices, and will be advised of your assignments shortly before the conference takes place.

\_\_\_ Media Tool Kit Orientation

\_\_\_ Gaining Program Support

\_\_\_ Getting Funded by CDC

\_\_\_ Starting a Campaign: Step 2

\_\_\_ Using Public Access Data

\_\_\_ Antibiotic Resistance Surveillance

\_\_\_ Diverse Populations

\_\_\_ Program Evaluation

(See topic descriptions on next page)

*Continuing education credits will be offered for various professions based on 9.5 hours of instruction.*

Please Mail, Fax, or E-mail completed forms to:

Registration: Jerry Willis  
Centers for Disease Control and Prevention  
1600 Clifton Road, NE MS-D65  
Atlanta, GA 30333

Attn: Jerry Willis  
Fax: (404) 371-5220  
e-mail: [jwillis@cdc.gov](mailto:jwillis@cdc.gov)

# **Expanding Our Vision: CDC and Partners' National Conference on Appropriate Antibiotic Use in the Community**

## **AGENDA**

### **Thursday, June 5**

- 8:30-9:00 Registration and continental breakfast
- 9:00-10:30 General session
- Welcome
  - CDC National Campaign Update
  - National Implications of Antibiotic Resistance
  - Acute Otitis Media Observation Option
- 10:30-10:45 -break-
- 10:45-12:15 Geographic Regional Panels
- A chance for members of different fields in one region to come together to discuss appropriate antibiotic use programs and ideas. A panel presentation will start the session, followed by a chance for Q&A.
- 12:15-1:45 -Lunch, networking, and exhibit time-
- 1:45-3:45 Breakout session (see list for descriptions)
- 3:45-4:15 -break and exhibit time-
- 4:15-5:45 General session: Antibiotic Quiz Bowl
- Engaging opportunity for all attendees

### **Friday, June 6**

- 8:30-9:00 Continental breakfast
- 9:00-10:30 General session
- Special announcement from National Campaign
  - Antibiotic Use in Animals
  - Results from HEDIS project
  - Medical School Curriculum Update
- 10:30-10:45 -break-
- 10:45-12:45 Breakout session (see list for descriptions)
- 1:00-3:00 Consultation Time
- Lunch on your own
  - Final exhibit time
  - Opportunity for CDC funded states to consult with project officers
  - Opportunity for networking

## **BREAKOUT SESSION DESCRIPTIONS**

### Media Tool Kit Orientation

Introduction to the National Media Campaign toolkit. An interactive how-to session.

### Gaining Program Support

Unique ideas and new perspectives on fundraising. Discussion will include in-kind assistance, working with foundations, and other creative ways to get the job done.

### Getting Funded by CDC

State and local level health departments can get their AR education projects funded through the Epidemiology and Laboratory Capacity program offered by the CDC. This session will explain the process and provide tips to get your application approved. Intended for new and renewing projects.

### Starting an Appropriate Antibiotic Use Campaign: Step 2

So you've hired a health educator, now what?

Next steps and practical suggestions for community education programs that have already begun.

### Using Public Access Data

A panel discussion of how to acquire and utilize public access data, such as Medicaid, in your program.

### Antibiotic Resistance Surveillance

Some effective strategies in pneumococcal antibiotic resistance.

### Diverse Populations

Panel discussion on various approaches to making your programs accessible to more segments of your community's population.

### Program Evaluation

Opportunity to hear and discuss examples of how to evaluate different types of activities in your program.

## **LODGING AND TRANSPORTATION**

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June 5-6, 2003

### **Lodging:**

Accommodations are available at the Westin Peachtree Plaza in Atlanta, Georgia at a special room rate. You must make your reservation by **May 5, 2003** to secure this special rate. Ask for the "CDC Appropriate Antibiotic Use Conference" group rate when making your reservation. Please call 1-800-WESTIN-1, or 404-659-1400 (direct).

#### **The Westin Peachtree Plaza**

210 Peachtree Street NW  
Atlanta, GA 30303-1745  
Tel: 404-659-1400  
Fax: 404-589-7424  
Web: [www.westin.com/peachtree](http://www.westin.com/peachtree)

#### **Room Rates (excluding tax)**

\$112.00/nt	single
\$132.00/nt	double
\$152.00/nt	triple
\$172.00/nt	quad

After May 5, you can request a government rate if it is available.

**Airport:** Hartsfield Atlanta International Airport [[www.atlanta-airport.com](http://www.atlanta-airport.com)]

### **Transportation Options:**

- Shuttle between Hartsfield airport and downtown Atlanta available outside of baggage claim for \$14 one-way, or \$28 round trip, per person [Superior Shuttle or North Express Shuttle]
- Taxi to and from Hartsfield airport approximately \$25 per person, each way
- MARTA (subway transit) to and from Hartsfield airport \$1.75 per person, each way; exit at Peachtree Center Station (stop N1) and use the Harris Street exit to get to the hotel [detailed route information available at [www.itsmarta.com](http://www.itsmarta.com)]
- Drive and park at hotel, parking \$20/night [detailed driving directions available at [www.westin.com/peachtree](http://www.westin.com/peachtree)]

### **Deadlines:**

Room reservation- May 5, 2003  
Conference registration- May 16, 2003